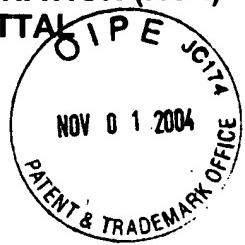


INRCL

**REQUEST FOR  
CONTINUED EXAMINATION (RCE)  
TRANSMITTAL**



Address to:  
**Mail Stop RCE**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Application Number: 09/753,685	Confirmation Number: 1659
Filing Date: January 4, 2001	
First Named Inventor: John B. FERBER	
Group Art Unit: 3629	
Examiner: BORISSOV, Igor N.	
Attorney Docket Number: 08011.3000	
Attorney Customer Number: 22,852	

**This is a Request for Continued Examination (RCE) under 37 C.F.R. § 1.114 of the above-identified application.**

Request for Continued Examination (RCE) practice under 37 C.F.R. § 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application.

1. Submission required under 37 C.F.R. § 1.114: Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, application must request non-entry of such amendment.



- ## 2. Miscellaneous

- a.  Suspension of action on the above-mentioned application is requested under 37 C.F.R. § 1.103(c) for a period of \_\_\_\_\_ months. (Period of suspension shall not exceed 3 months; fee under 37 C.F.R. § 1.17(i) required.)

b.  Other \_\_\_\_\_

- ### 3. Fees

- a.  The filing fee is calculated as follows:

i.	<input checked="" type="checkbox"/>	\$790.00 RCE fee required under 37 C.F.R. § 1.17(e)	11/02/2004 EABUBAK1 00000028 09753685
ii.	<input checked="" type="checkbox"/>	Petition for extension of time for (1 Month) \$110.00	01 FC:1801
iii.	<input type="checkbox"/>	Other _____	790.00 0

b.  Check in the amount of \$900.00 enclosed.

c.  The Commissioner is authorized to charge any deficiencies in the filing fees, or credit any overpayments to Deposit Account No. 06-0916.

**Signature of Applicant, Attorney, or Agent Required**

Name: Anthony J. Lombardi

Reg. No.: 53,232

**Signature:**

Date: November 1, 2004

**Certificate of Mailing or Transmission**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Commissioner for Patents, MAIL STOP RCE, P.O. Box 1450, Alexandria, VA. 22313-1450, or facsimile transmitted to the U.S. Patent and Trademark Office on:

Name:

**Signature:**

Date:



PATENT  
Customer No. 22,852  
Attorney Docket No. 08011.3000

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: )  
John B. FERBER ) Group Art Unit: 3629  
Application No.: 09/753,685 ) Examiner: BORISSOV, Igor N.  
Filed: January 4, 2001 ) Confirmation No.: 1659  
For: SYSTEM AND METHOD FOR )  
TRANSMISSION OF )  
ADVERTISING TO WIRELESS )  
DEVICES )

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

This Amendment accompanies a Request for Continued Examination (RCE), fulfills the requirement for a submission under 37 C.F.R. § 1.114, and responds to the Final Office Action mailed July 22, 2004, the period for response having been extended through November 22, 2004, by a Petition for Extension of Time of one month and fee payment filed concurrently herewith. Please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims in this paper.

**Remarks** follow the amendment section of this paper.